

# DALLAS

"The Magazine of a Growing City"

Official Publication of the Dallas Chamber of Commerce.



Plan for Greater Prosperity  
Attend the

## Southwest Business Conference

Chamber of Commerce Bldg.  
OCTOBER 12 and 13

STATE FAIR OF TEXAS  
AND INTERNATIONAL EXPOSITION  
DALLAS, OCT. 6-15

*Texans,  
it's your Fair  
Come!*

*The Spirit of  
Progress*



**STATEMENT AS OF SEPTEMBER 15, 1922**

**RESOURCES**

|   |                 |
|---|-----------------|
| Loans and discounts (including cotton).....   | \$ 6,958,416.99 |
| U. S. Bonds.....                              | 500,000.00      |
| U. S. Treasury Certificates.....              | 330,000.00      |
| Stock in Federal Reserve Bank.....            | 33,450.00       |
| Premiums on U. S. Bonds and other assets..... | 31,044.57       |
| Banking house, furniture and fixtures.....    | 339,836.59      |
| Cash .....                                    | 2,710,519.40    |

**\$10,903,267.55**

**LIABILITIES**

|                                    |                 |
|------------------------------------|-----------------|
| Capital Stock .....                | \$ 1,000,000.00 |
| Surplus and undivided profits..... | 159,708.25      |
| Circulation .....                  | 500,000.00      |
| Rediscounts .....                  | 378,000.00      |

**Deposits**

|                       |                |
|-----------------------|----------------|
| Individual .....      | \$6,239,960.65 |
| Bank .....            | 2,151,085.84   |
| U. S. Government..... | 474,512.81—    |

Total deposits ..... 8,865,559.30

**\$10,903,267.55**

Opened for Business February 14, 1920

**The Republic National Bank**

**"THE BANK FOR EVERYBODY"**

DALLAS

TEXAS

## Let's Close up and Turn Out on Dallas Day at State Fair

By Frank M. Smith  
Pres. Dallas Chamber of Commerce

Tuesday, October 10th, has been designated as "Dallas Day" at the State Fair. Your Chamber of Commerce is exceedingly anxious that we make this the greatest "Dallas Day" in the long and brilliant history of the Fair. We want to urge that EVERY BUSINESS HOUSE CLOSE. Not only should business houses close but we hope employers will make a special effort to see that all employees help to swell the attendance at the Fair.

Associated indissolubly with the growth of the State Fair is the history of Dallas. Dallas has become great through the growth of the Southwest, its trade territory. It is generally recognized that the State Fair is and has been perhaps the principal factor in the development of the Southwest. By all means let us accord recognition of what the Fair has done for Dallas by breaking all attendance records on Dallas Day.

We owe this to the progressive counties that have sent excellent exhibits of Texas agricultural wealth. We owe this to every exhibitor of the splendid animals that make Texas such a great live stock State. We owe to every exhibitor and to every visitor, to President Olmsted and the State Fair directors, and to ourselves and our city this indication that Dallas has not lost that wonderful community spirit, the famous cohesive Dallas Spirit. By closing our places of business and turning out 200,000 strong as one big family, we show that Dallas is still not too large to act as a unit, that our citizenship is not narrow and selfish, but big and broad and friendly, like the Great State from which our Great Fair takes its name.

The Hedgecock Artificial Limb & Brace Company of Dallas has secured the contract to supply artificial limbs and braces to the United States Veterans' Bureau, district 14, which includes Texas, Oklahoma and Arkansas.

### JNO. H. LOVE

Insurance and Bonds  
401-2 Deere Bldg.  
X 7018

## Confidential Real Estate Transactions

We buy property for individuals or corporations. All of our transactions are considered confidential, and no publicity given when our clients so request.

"30 YEARS IN DALLAS"

### J. W. LINDSLEY & COMPANY

REALTORS

1309 Main Street

Phone: X 4366

## ADVERTISERS DIRECTORY

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## On October 21, The Autocar Company Completes Its Twenty-fifth year

**T**HE Autocar Company is one of the few surviving pioneers. It is concentrating all the accumulated experience and resources of 25 years of consistent manufacturing effort in a single product, the Autocar Motor Truck. Both the Company and the product have been tested in all ways through many years, in good times and bad, in peace, war and reconstruction.

Today, in addition to the Autocar manufacturing plant at Ardmore, Pa., there stretches from coast to coast the unusual Autocar Sales and Service Organization of Direct Factory Branches and Representatives, each a permanent center of expert, personal service, built and maintained by The Autocar Company to make immediately available to Autocar users the ideal of helpful, practical service on which the company was established.

Out of an experience which has covered every important development in automotive transportation, The Autocar Company and its product stand today in a well-earned place of approval in the public mind. This public confidence makes The Autocar Company keenly alive to the even greater accomplishment which the Nation will require of every important motor truck manufacturer during the next quarter-century.

**The Autocar Company, Ardmore, Pa. (Established 1897)**

### Direct Factory Branches

New York  
Brooklyn  
Bronx  
Newark  
Schenectady  
Syracuse  
Fall River

Boston  
Providence  
Worcester  
New Haven  
Springfield  
New Bedford

Philadelphia  
Camden  
Chester  
Allentown  
Wilmington  
Atlantic City

Pittsburgh  
Buffalo  
Baltimore  
Washington  
Richmond  
Atlanta

Chicago  
Cleveland  
St. Louis  
Dallas  
Los Angeles  
San Diego

San Francisco  
Sacramento  
Oakland  
Stockton  
Fresno  
San José

**Dallas Branch:**  
2653-2703 Main St.  
Telephone Y-1529

# Autocar

Wherever there's a road





OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 1

OCTOBER, 1922

No. 10

# Business Leaders of Southwest to Plan Greater Prosperity at Meet Here

**F**IVE hundred leaders of the Southwest are expected to be on hand for a discussion of plans for greater prosperity over this territory, at the Southwest Business Conference to be held at the Chamber of Commerce Building in Dallas Oct. 12 and 13 during the State Fair. More than 100 representative cities and towns have already been favorably heard from and other acceptances are being received by the Chamber daily.

The Dallas Chamber of Commerce has invited the president and secretary of the Chamber of Commerce and a leading banker, merchant, farmer and the County Agricultural Agent from each Southwestern city or town. The problems of all of these are interrelated. In addition to the general program, many round-table discussions will be held, and every one attending will have an opportunity to be heard.

"In extending the call for the conference, the purpose of the Dallas Chamber was to bring the farmer, the merchant and the banker closer together through a better understanding of their common problems, and we particularly wish to help them all to do more business at greater profit," said President Frank M. Smith of the Dallas Chamber. "It was thought that the State Fair offered a splendid opportunity, as many would plan to be here anyway, and the low round-trip railroad rate would prove advantageous. Dallas expects to learn as much from the conference as any other city represented and looks forward with pleasure to the privilege of entertaining her visitors.

"Immediately upon arrival at Dallas it is requested that delegates register at headquarters at the Chamber. We are now ensconced in our recently purchased five-story home at the corner of Commerce and Martin streets. At registration headquarters you will receive full information as to the conference and the State Fair. The conference will open at 2 p.m. Thursday, with a banquet that night, and delegates will lunch together at noon Friday, the closing day of the event.

"Chamber of Commerce secretaries will find many matters of interest on



BOB MOONEY

A Feature Speaker at Southwest Business Conference

the program. In fact every matter affecting agriculture, business and the general prosperity of the Southwest is of direct interest to them. There will be an exhibit of several Chamber of Commerce activities, and all secretaries are requested to send or bring samples of their best printed matter advertising their city, this for criticism and comparison."

## Partial List of Speakers

**F**OLLOWING is a partial list of Conference Speakers and Subjects at the conference:

"Southwestern Prosperity for Southwestern People"—L. O. Daniel, president, Wholesale Merchants Ass'n, Dallas Chamber of Commerce.

"How We Built a Million Dollar Business in a Town of Less Than a Thousand Population"—Bob Mooney, President, B. & O. Cash Store, Temple, Okla.

"The Business of the Southwestern Farmer"—W. B. Bizzell, President, A. & M. College of Texas.

"Water Conservation in Relation to Business and Farming"—J. Z. George, Vice-President and General Manager, Texas Chamber of Commerce.

"Successful Retailing and Extension of Local Markets"—Alvin E. Dodd, Manager, Domestic Distribution Dept., U. S. Chamber of Commerce.

"Community Growth Through Organized Leadership"—Frank Wozencraft, Former Mayor of Dallas.

"District, County and Community Fairs"—Porter A. Whaley, Manager West Texas Chamber of Commerce.

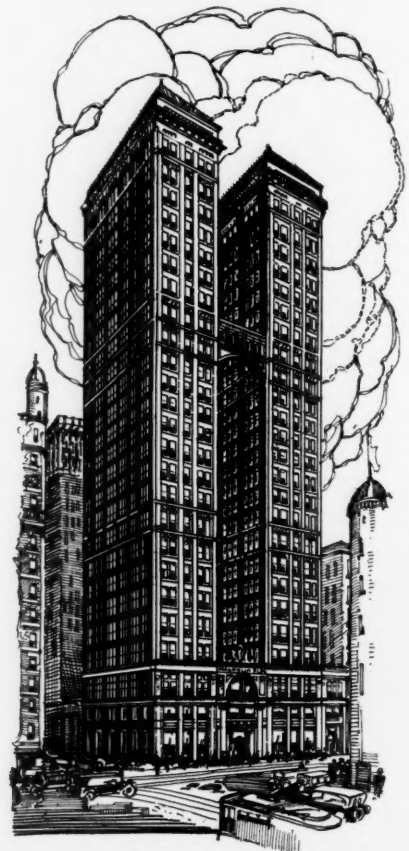
"Better Roads, How to Get and Keep Them"—W. V. Crawford, President, Texas Highway Association.

"The National Viewpoint in Commerce and Agriculture"—Hatton W. Sumners, Congressman U. S. House of Representatives.

If you have not already made your reservation for the Conference, write or wire today to the Dallas Chamber of Commerce.

Assurance of delegates has been received up to Oct. 1 from the following:

|                 |                   |
|-----------------|-------------------|
| Amarillo        | Lufkin            |
| Abilene         | Lubbock           |
| Austin          | Lake Charles, La. |
| Big Lake        | Littlefield       |
| Bonham          | Marlin            |
| Breckenridge    | Marshall          |
| Bryan           | McKinney          |
| Bronson         | Mt. Pleasant      |
| Brownwood       | Mexia             |
| Cisco           | McAlester, Okla.  |
| Cuero           | Mineral Wells     |
| Cleste          | Nacogdoches       |
| Cleburne        | Odessa            |
| College Station | Orange            |
| Coleman         | Ponca City, Okla. |
| Clarendon       | Paris             |
| Chillicothe     | Pecos             |
| Center          | Pilot Point       |
| Cooper          | Ranger            |
| Corsicana       | Stamford          |
| Denison         | Streetman         |
| Denton          | Stonewall, Okla.  |
| Dallas          | Sequin            |
| Enid, Okla.     | Shreveport, La.   |
| Electra         | Sherman           |
| Ferris          | Sulphur Springs   |
| Fort Worth      | Sugar Land        |
| Floydada        | San Antonio       |
| Grand Prairie   | Tulia             |
| Galveston       | Taylor            |
| Gainesville     | Tyler             |
| Gonzales        | Terrell           |
| Garland         | Tulsa, Okla.      |
| Greenville      | Texarkana         |
| Georgetown      | Throckmorton      |
| Groesbeck       | Uvalde            |
| Harlingen       | Vernon            |
| Hillsboro       | Waco              |
| Hemphill        | Wills Point       |
| Huntsville      | Wortham           |
| Italy           | Wichita Falls     |
| Jefferson       | Waxahachie        |
| Karnes City     | Wolfe City        |
| Kaufman         | Whitesboro        |
| Kerens          | Yoakum            |
| Lamesa          |                   |



Magnolia Building, Home of the Southwest National Bank

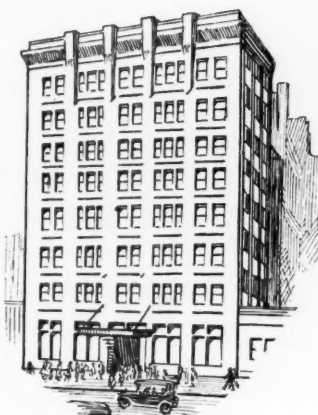


Republic National Bank



Dallas National Bank

*Dallas*  
Financial  
Center  
of the  
Great  
Southwest



Central State Bank



Dallas County State Bank



# Dallas, Southwest Financial Center



DALLAS' importance as the financial center of the Southwest is a matter of national as well as sectional recognition. In the establishment here of the Federal Reserve Bank of the 11th District Dallas was given concrete endorsement as one of the twelve financial reservoirs of the Nation, the others being New York, Chicago, Philadelphia, Boston, Cleveland, Minneapolis, San Francisco, Richmond, St. Louis, Kansas City and Atlanta.

The territory of the 11th Federal Reserve District includes the empire of Texas and parts of Oklahoma, Louisiana, New Mexico and Arizona, a district containing more undeveloped natural resources than any other part of the Nation. It is not the purpose of this article to detract from other cities of the Southwest as banking centers. Dallas' prominence as a center of finance must always recognize that no center can exist independent of its circle. Branches of the Federal Reserve Bank have been located at Houston and El Paso to serve intensively the territory tributary to them, and these as well as many other cities are cornerstones in the Southwestern financial structure which has its keystone at Dallas.

In naming Dallas one of the twelve financial nerve centers of the Nation, the Federal Reserve Board took into consideration many other features other than its central geographical location and the fact that it is the population center of the territory. It is the world's leading inland cotton market, cotton being the South's greatest crop and the Nation's largest export commodity. The financial center and the business center of a district are usually identical. Dallas is the fifteenth largest wholesale and jobbing center of the Nation. It leads Texas in manufacturing. It is headquarters for more Northern concerns and more manufacturers' representatives than any other Southwestern city. Dallas has the greatest group of modern office buildings in the Southwest, and is the insurance center, the telephone, telegraph and express center for the territory, as well as a transportation hub of prominence. These facts are correlaries to the concentration of money in Dallas.

## Bank Deposits Increase

TWENTY-NINE institutions are listed as banks and trust companies in the local directory. These include six National and six State banks which are required to make reports to the Comptroller of the Currency and the State Commissioner

of Insurance and Banking, and are as follows, in alphabetical order: American Exchange National, Central State, City National, Dallas County State, Dallas National, Dallas Trust & Savings Bank, Liberty State, National Bank of Commerce, Oak Cliff State, Republic National, Southwest National, and State Bank & Trust Company.

Statistics on these twelve banks, as shown in the Sept. 15, 1922, call, were as follows: Capital, \$9,650,000; deposits, \$109,885,968; resources, \$134,435,231. Capital of Dallas banks will pass the \$10,000,000 mark with the opening soon of a new national bank recently announced.

The year 1920 witnessed the peak in war inflation and 1921 showed a big slump in Dallas' banking statistics and in every city in the United States. The comeback is again steadily approaching, as witnessed by deposits of Dallas banks on the last call, showing an increase of \$30,000,000 over the corresponding call a year ago, and resources registering somewhat similar gain.

## High Rank in Bank Debits

TO fully appreciate the strength of Dallas it should be considered that Dallas ranked 21st in bank debits to individual accounts in the Nation in 1921, according to the annual report of the Federal Reserve Board. Dallas' debits for 1921 were \$1,755,000,000. This figure was exceeded by the following cities only: New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Pittsburgh, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Kansas City, Omaha and Portland. Dallas ranked 42nd in population among the cities of the Nation in 1920; hence it is shown as a city of greater financial strength than many of larger population. Bank debits to individual accounts are now being widely recognized as one of the most reliable indices as to the financial and business activity of a city.

The entire force of the Dallas Federal Reserve Bank when it was started in 1914 was 25. With its 442 employees and 15 officers, the force of the bank at Dallas is now 457. The Houston branch has in addition 71 employees and 4 officers and the El Paso branch has 60 employees and 4

officers. The bank completed and entered last year its magnificent five-story home, the plant complete costing \$1,750,000, the bank having outgrown its original quarters. To show the growth of the institution, its assets on Nov. 16, 1914 were \$968,738 while on Sept. 18, 1922 the assets totaled \$128,893,317.

## Financial Highlights

STATISTICS could be offered without end to further substantiate Dallas' standing as financial center, but lack of space prevents furnishing other than highlights.

Dallas is the headquarters of the chief national bank examiner of the 11th Federal Reserve District, Mr. R. H. Collier, with offices in the Magnolia Building. Included in the force of 25 connected with this office are 8 of the 18 examiners who visit the 630 national banks of the Federal Reserve District.

Dallas banks serve approximately 2,000 other banks as correspondents and reserve depositories. These bank correspondents are scattered over various Southwestern States.

There are approximately 140,000 individual bank accounts in Dallas, considered an unusually large number for a city of this size.

Dallas is headquarters for the Texas Bankers' Association and its official publication, Texas Bankers' Record.

The Dallas Joint Stock Land Bank is loaning about \$700,000 a month to the farmers of Texas and Oklahoma, and the First Trust Joint Stock Land Bank of Dallas is still another in this field recently opened here.

Dallas has the Morris Plan Company, fully 70 mortgage and investment companies, building and loan associations, and many other institutions in this general field. Dallas is headquarters for leading bond houses, stock and bond brokers and various commercial paper houses, including Dallas firms as well as the Southwestern representatives of similar houses having main offices in the larger cities of the north. Dallas, in addition, is the insurance heart of the Southwest, with several thousand people employed by the more than 200 insurance companies or agencies located here. The insurance trade adds millions annually to the bank clearings of the city.

There is, in short, no department of banking or finance in which Dallas does not hold a dominant position in the Southwest and the standing of the city as a financial center keeps well abreast of the rapid development of the territory.



# Jobbing Centers of the United States

DATA SHEET NO. 22

Showing 13 zones with 70 jobbing centers determined from a study made by the Business Survey Department of the

CHICAGO TRIBUNE  
Chicago, Ill.



The above map has been prepared as a guide to manufacturers desiring to localize their sales and advertising efforts. There may be differences of opinion as to the precise boundaries of the various zones and as to the cities selected within them, but this map affords a splendid basis on which each case can be worked out. Radius of commercial-financial influence as indicated by the fixing of federal reserve bank centers and federal reserve boundaries, radius of jobbing influence, radius of metropolitan newspaper influence, and the transportation facilities for covering each zone were the factors considered in making the above map. Following is a list of the cities by zones. The cities listed in caps are the major jobbing centers in their respective zones:

13—PORTLAND  
Seattle  
Spokane

12—SAN FRANCISCO-  
OAKLAND  
Los Angeles  
Phoenix

11—DENVER  
Omaha  
Salt Lake City-Ogden

10—TWIN CITIES  
Billings  
Duluth  
Great Falls

9—DALLAS  
El Paso  
Houston  
San Antonio

7—CHICAGO  
Des Moines  
Detroit  
Evansville  
Ft. Wayne  
Grand Rapids  
Indianapolis  
Milwaukee  
Peoria  
Sioux City  
Terre Haute

8—ST. LOUIS  
Kansas City  
Oklahoma City  
Wichita

4—ATLANTA  
Charleston  
Charlotte  
Jacksonville  
Savannah  
Wilmington  
Tampa

5—CINCINNATI  
Chattanooga  
Cleveland  
Columbus  
Louisville  
Memphis  
Nashville  
Toledo

6—NEW ORLEANS  
Birmingham  
Mobile  
Shreveport

1—BOSTON  
Hartford  
Portland  
Providence

2—NEW YORK  
Albany  
Buffalo  
Newark  
Rochester  
Syracuse

3—PHILADELPHIA  
Baltimore  
Charleston  
Norfolk  
Pittsburgh  
Richmond  
Scranton  
Washington

This is a Reprint from a Data Sheet Originally Prepared by the CHICAGO TRIBUNE and now Re-issued with their Permission.

# Tremendous Building Stride Continues

**B**UILDING permits in Dallas for the first nine months of the year are approximately as great as for all of 1921, which was the record year up to that time, with permits totaling \$15,000,206. Permits for 1922 up to Sept. 29 total \$14,703,608.

A step toward obtaining an appropriation for new federal building in Dallas may be taken when bids are opened and the contract closed for the lease of not less than 60,000 feet of additional floor space near the Jackson street sub-station for the use of the Post Office. Since no building of that size near the sub-station is now available, a new building may be erected. The Government has given Postmaster John W. Philp authority to seek additional floor space.

Permits for the past month were swelled by an additional \$530,000 permit taken out by the Medical Arts Building. The preliminary permit was for \$250,000 and it is thought the final permit for the 19-story structure will be for from \$300,000 to \$500,000.

Another large permit granted the past month was \$200,000 for the Shrine Children's Hospital, excavation for which is now completed. It will occupy the block between the following streets: Wellborn, Rosewood, Sylvester and Oak Lawn.

A new and modern high school building to cost \$150,000 will be erected on the Buckner Orphan's Home property and will be an addition to the Dallas County school system.

## New Addition Planned

**T**HE Dallas Development Company, 1020 Western Indemnity Bldg., has purchased 32 acres of land west of Preston road and south of University boulevard and plans to develop it into a high class residential district. B. C. Lucas, one of the officials of the company, lives at San Antonio and is the organizer of the Rio Grande Valley Development Co.

The Electric Express Company announces it will erect a one or two-story building at 401-7 South Market street to replace the Farmers' Alliance Building recently destroyed by fire.

A downtown open air theatre, seating 2500 and which will open next summer housing light opera stock is being planned by Dallas business men, according to H. B. Carpenter, who is representing them. Work on the structure is expected to start shortly after the first of the year.

## Realty Transfers Growing

**R**EAL estate transfers in Dallas County for the first eight months of 1922 exceeded those for the same period in 1921 by \$236,488, the total for 1922 to September 2 being \$33,542,095. Residential property has figured chiefly in realty transactions this year, although many important

business property deals have been made.

## Says More Homes Needed

**T**HE figures of the recent census and city directory, all the figures of the light and gas companies and the increased number of telephone subscribers indicate that Dallas is growing at the rate of between 15,000 and 20,000 a year, and more homes are demanded, according to J. H. Power of the Power Investment Company. He believes Dallas should erect between 3,000 and 4,000 new homes a year. Last year Dallas built 2,778 new residences, and in 1920 the number was 1,080. Up to Aug. 31, 1922, permits had been granted this year for 1,438 new residences, which is behind the number for a corresponding period in 1921.

Dallas' new industrial section, extending north of Pacific avenue and lying between Griffin street and the river, and made necessary by the removal of the Texas & Pacific tracks from Pacific avenue, is showing a remarkable growth. Improvements in the district to date exceed \$1,000,000. Among the new wholesale buildings or factory plants in the district are the following: N. O. Nelson Manufacturing Co., \$115,000 building; Federal Glass & Paint Co., \$125,000; Edwards Manufacturing Co., \$45,000; three-story addition to old Boren-Stewart Building now owned by the Southwest General Electric Co., \$100,000; Dallas Paper Company, Davis Hat Manufacturing Company, Southwestern Tablet Company and Hormel Packing Company.

## Dallas to Have Finest Apartment House in the South



Work is expected to begin within a few weeks on a \$1,100,000 apartment house at Maple avenue and Wolfe street by the Efficiency Apartment Corporation. J. E. Kennefick, president of the corporation, has been in Dallas a number of months in working out plans for the building. He was put in touch with G. L. Miller & Company, Inc., of Atlanta, Ga., by the Chamber of Commerce and this company has made a loan of \$700,000 on the investment, making possible its early construction. The Chamber has given further service in consummating arrangements for the structure. The apartment house will be 11 stories with 135 apartments, applications for the rent of more than half of which have already been made, according to Summerfield G. Roberts of Exall, Roberts & Co., local representatives of G. L. Miller & Co., Inc. The building will be complete in all its appointments, which will include a cafe, billiard room, ballroom, gymnasium, roof garden, barber shop and a garage with accommodations for about 150 cars.

**\$5,000,000 Building Planned**

**W**ORK will be started by the first of the year on a \$5,000,000 office building and warehouse on the site of the old Santa Fe station and terminals, if final arrangements are completed as expected, according to L. R. Whitson, architect for the gigantic structure. According to plans the office building facing on Commerce will be eighteen stories and the warehouse units to the rear extending through Jackson and Wood streets to Young street will be ten stories. Details are yet to be worked out, including the formal signing of leases, but there is every indication that the structure, which will prove such a valuable addition to Dallas, will be a reality.

## Dallas Secures Sixth Interurban Line

**D**ALLAS secures its sixth interurban line and advances still further as one of the Nation's leading interurban centers in the decision of the City Commission last month to approve the electrification of the Missouri, Kansas & Texas Railroad to Denton as the second interurban project guaranteed under the street railway franchise granted to C. W. Hobson and associates.

A fifty-year contract between the Katy and the Texas Interurban Railway has been signed. The use of electric interurban cars on the line will not prevent the use of the road by the Katy in its regular train service. The electrification of the line will furnish ready transportation to Bachman's Reservoir, one of the city's recreation centers, as well as to rapidly growing residential districts in North Dallas. The new interurban will also furnish greatly improved train service, giving Dallas better connections with most valuable trade territory.

The completion of the Dallas-Terrell interurban within the next few months will give Dallas five interurbans with a total mileage of 313 miles. Electrification of the Katy to Denton, which will be a reality within the near future, will mean six interurbans connecting Dallas with its famous "100 mile radius" and bring the mileage to around 343 miles.

In his report to the City Commission recommending the action as taken on the matter, J. W. Everman, City Supervisor of Public Utilities, pointed out that the electrifying of the Denton branch of the Katy may eventually lead to the electrification of other steam lines beyond Denton and in this way hasten the completion of greatly desired interurban service between Dallas and Wichita Falls.

**Growth of Dallas Indexed by Gas Meters**

Following is the record of gas meters in use in Dallas from 1910 to 1921, as shown by the Dallas Gas Company:

| Year | No. of Meters |
|------|---------------|
| 1910 | 8,743         |
| 1911 | 10,759        |
| 1912 | 13,038        |
| 1913 | 16,093        |
| 1914 | 19,398        |
| 1915 | 21,069        |
| 1916 | 22,815        |
| 1917 | 24,745        |
| 1918 | 27,278        |
| 1919 | 29,232        |
| 1920 | 31,341        |
| 1921 | 35,142        |

**Buys Near Love Field for New Factory**

The Southern Wire & Iron Company has purchased seven acres of industrial property near Love Field on the Katy Railroad and will build four factory units there by the first of the year at an estimated cost of \$50,000. The concern, which manufactures ornamental iron, structural steel, fire and elevator doors and fire escapes, is headed by W. A. Sedwick, who has been prominent in the activities of the Manufacturers' Department of the Chamber of Commerce. In its new plant the company will employ 75 men. The factory will be located in the vicinity of the Washington Cotton Oil Company on the north side of the Katy road. The new plant was necessary for the rapidly growing business of the concern, Mr. Sedwick said.

**To Choose 'Dallas Maid'**

The most beautiful girl in Dallas, to be known as "Dallas Maid," will be chosen by the Manufacturers' Department of the Chamber of Commerce and will be tendered a ball on the closing night of the State Fair at the splendid new Manufacturers' and Automobile Exhibit Building. Addison Gage heads a committee securing Dallas-made prizes that will be given to the successful contestant. Her picture will be used in an extensive campaign by the manufacturers advertising "Dallas-made" goods, as well as presenting to the world the pulchritude of "Dallas maids." The contest closes at 6 p.m. Oct. 12. Only Dallas girls are eligible and contestants should file their names and photographs at the information booth in the Manufacturers' and Automobile Building.

**STATE FAIR OF TEXAS  
DALLAS OCT 6-15**

**Engineer Wood Submits "Dallas Plan"**

A synopsis of the "Dallas Plan" for caring for the future growth of the city was presented to the City Plan Commission at its last meeting by E. A. Wood, engineer of the organization. The plan was outlined as follows:

Zoning or control of building operations.

Adjustment of streets to care for present and future traffic.

Obtaining an adequate water supply for a city of 500,000 population.

Treatment of Trinity River to prevent destruction of property by floods, interruption of traffic and reclamation of valuable bottom lands.

Providing adequate recreational facilities for a city of 500,000.

Treatment of blighted districts, making them assets rather than liabilities to the city.

Control of all additions to Dallas, inside and outside of the present city limits.

Obtaining proper grouping of all public buildings, together with sufficient ground area to permit planting of trees, shrubs and flowers.

Removal of overhead wires, awnings, signs and other street and side walk obstructions.

Health and sanitation.

Regulation of the smoke nuisance.

Traffic control.

Suggesting co-operation between city and county officials in county or regional planning.

Obtaining the legislation necessary to carry out every detail of the Dallas plan.

Education of entire citizenship to the economic necessity of the Dallas plan.

Development of methods of financing the Dallas plan so that each citizen may contribute a share toward its completion.

**Texas Offers Field for Textile Development**

Prof. J. B. Bagley, head of the engineering department of Texas A. & M. College, has written an interesting bulletin on Texas as a field for textile development. He shows that Texas cotton mills would have a wonderful territory available which would be well guarded from the Northeastern and Southeastern cotton manufacturing sections by freight rates, and that South American trade could be economically supplied through Texas ports. The bulletin shows that in 1920 Texas produced 4,200,000 bales of cotton, but she manufactured but 64,333 bales. The bulletin is for free distribution upon application to Prof. Bagley at Texas A. & M. College, College Station, Texas.

**Highway Plan Endorsed**

The Chamber of Commerce directors last month offered their co-operation to the Texas Highway Association in its plan to encourage a complete connected highway system for Texas.



## Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 October, 1922 No. 10

### DALLAS CHAMBER OF COMMERCE

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member  
Texas Chamber  
of Commerce



Member  
Chamber of  
Commerce of  
the United  
States

### Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

### Dallas Personality

IT is easy to see why Dallas is a great city. I have been here several weeks and I have yet to meet a person who has not unbounded confidence in Dallas. Why, even your newsboys are boosters. I do not believe there is a city in the United States that can come as near showing a 100% booster population as Dallas can."

This was the statement of a visitor from the north at the Chamber of Commerce recently. If you will think it over, you will recall that he is right. Occasionally you find a Dallasite who is dissatisfied with conditions over the country in general but all of them feel that Dallas is at all times as well or better off than other cities.

The personality of a city is as definite an asset as the personality of an individual. Unbounded confidence and courtesy are keynotes of Dallas' personality. Men and women of character, industry, thrift and enterprise give to the city in which they live a personality that attracts both citizens and business, for the city is a true reflection of the lives and aspirations of its people. But how much more vital and magnetic is this personality when it includes, as in Dallas, unbounded confidence, imaginative foresight, ebullient enthusiasm and courtesy—courtesy alike to friends and strangers.

During the State Fair, which is now on, Dallas is host to thousands from throughout the southwest and scores from various parts of the Nation. Many of them will see Dallas for the first time. First impressions are strongest. Let none of us answer the chance questions of a stranger with ill grace. We are Dallas; YOU are Dallas. The visitor of today is the potential citizen of tomorrow.

Let us cultivate to the utmost this most valuable and yet cheapest asset—COURTESY, for which Dallas is already famous. Let the visitor sense the magic DALLAS SPIRIT which fires enthusiasm and is the outgrowth of belief in the city that inspires it; the force that has shaped our heaven-stabbing skyline, that has catapulted Dallas from 86th to 42nd city in size in the Nation in the past twenty years; the force that creates perfect teamwork and will render the onward march of Dallas irresistible.

### Chamber Helps Get Ready For Fair

At the request of Mayor Aldredge the Transportation Department of the Chamber of Commerce secured cars and expedited the delivery of material for repaving Elm street. This service made it possible for the work to be completed before the State Fair started.

STATE FAIR OF TEXAS  
DALLAS OCT. 6-15th

### New Chamber Members of Past Month

American District Telegraph Company, S. C. Straus, District Supt., 1st floor Interurban Building. Fire and Burglary protection.  
American Soda Fountain Company, John L. Clark, Sales Manager, 1924 Commerce street. Southwestern Distributing branch for Soda Fountains and supplies.  
Allen Hosiery Company, Joe Franklin Myers, manager, 2103 Magnolia Building. Southwestern distributing headquarters for Allen Hosiery Company of Philadelphia, Pa., large manufacturers of hosiery.  
Allied Chemical Company of Dallas, Harry H. Howard, President, Gaston Building. Manufacturers of Boiler Compound and Chemicals.  
Athens Pottery Company, M. K. Miller, representative, 806 Central State Bank Building. Manufacturers of Clay products.  
Byrne Sandwich Shop, Thomas J. Byrne, proprietor, 1511 Commerce street. Restaurant.  
David S. Castle & Company, Robert O. Koenig, representative, 1005 Dallas County Bank Building. Architects and Engineers.  
Duecker Bros., Adam Duecker, representative, 713 Elm street. Practical belt makers.  
Ellis, Smith & Company, Magnolia Building, Insurance.  
Garvey Vinegar Company of Texas, Tom Garvey, manager, 2824 Medill street. Manufacturers of vinegar, condiments and molasses.  
W. T. Grant Company, K. D. Gardner, manager, 1602-6 Elm street. 25c, 50c and \$1 department store.  
Hooker Hardware Company (three memberships) W. H. Hooker, L. J. Hooker, W. B. Thornton, representatives. 1407 Elm street, Wholesale and retail hardware.  
The Howell Company, R. P. Howell, president, 1401 Elm street. Wholesale and retail furniture.  
Humphreys Oil Company, Colonel A. E. Humphreys, president, Kirby Building. Producers of crude oil.  
Humphreys Pure Oil Pipe Line Company (five memberships) W. Paul Gage, president, 15th floor Kirby Building. W. Paul Gage, Charles L. Hart, O. M. Colston, Charles Fitzgerald, H. R. Kelley, representatives. Operating oil pipe line.  
Humphreys Pure Oil Refineries Corporation, R. J. Sloan, manager, 15th floor Kirby Building. Purchase and storage of crude oil.  
Menzies Shoe Company, William T. Jackson, manager, 613 Main street. Southwestern wholesale distributing branch of Menzies Shoe Company, Fond Du Lac, Wisconsin.  
Merchants Fireproof Storage Company, D. W. Tackett, manager, 1801-1807 Broom street. Public merchandise warehouse and cold storage.  
Miller Motor Car Company, Byron Miller, president, 2223-25 Commerce street. Distributors of Peerless Eight automobiles.  
Murray Investment Company, Forrest H. Johnson, manager, 501 Dallas



County Bank Building. Farm Loans.

**Oak Cliff Building & Loan Association** and **C. L. Snow Realty Company**, G. A. McGregor, manager, 10th and Jefferson streets, Real Estate loans and realty sales.

**Oldham & Sumner Lumber Company**, W. O. Oldham and Ben F. Sumner, 927 Forney avenue (at the State Fair Grounds) Retail Lumber.

**Orange Crush Bottling Company**, H. T. Hagan, manager, 700 South Ervay street. Manufacturers of soft drinks.

**Parham & Powell**, Floyd B. Powell, representative, 201-2 Central State Bank Building, State Supervisors, Central State Life Insurance Company.

**Henry K. Peebles**, Continental Savings & Building Association, 1103 Main street.

**Pure Oil Company**, C. B. Watson, Assistant to the president, representative. Kirby Building. Producers, refiners and marketers of petroleum.

**Philip G. Sloat**, Gaston Building, Manufacturers' representative United States Stamping Company, Moundsville, W. Va.

**Sidney Spitzer & Company**, Donald O'Neil, manager, 405-6 Praetorian Building. Municipal, government, railroad and corporation bonds.

**Texas Publication House**, E. K. Williams, president, 1704 St. Louis street. Publication of newspapers, magazines and other periodicals.

**J. A. Yedgar Company**, J. Y. Abraham, manager, 210 North St. Paul street, Oriental rugs.

### Callers Are Selfish

A business man was telling me recently that whenever anyone came to see him and inquired if he were busy he invariably replied, no matter how busy he was:

"No, not at all. What can I do for you?"

His idea was that courtesy required him thus to put the caller at ease.

Visitors stayed too long and recently this man tried the experiment of replying, when asked if he is busy:

"Yes, I am pretty busy, but I can give you a moment or two. What is it?"

But his callers stay exactly the same length of time he says that they used to stay when he said he wasn't busy. In other words, most callers are selfish and stay as long as they want to, unless compelled to go sooner. —Fred Kelley in "The Nation's Business."

### Look Before You Leap

A great chewing gum corporation barely escaped going into the hands of a receiver. One cause of their financial troubles was that they had just invested four million dollars in erecting a big plant in England. After this plant was completed they stumbled upon the fact that the English people did not chew gum. Many business failures, large or small, might be attributed to similar failure to inquire thoroughly into a situation before spending money.—Fred Kelley in "The Nation's Business."

## Retail and Wholesale Locations

Choice centrally located business properties and industrial sites for sale or lease, with satisfactory service—the kind of service one has a right to expect from a conservative State Banking institution and the only one in Dallas engaged in this business. Sixteen years' experience.

See Roy E. Smith, Business Sales.

See Horace P. Eller, Business Leases.

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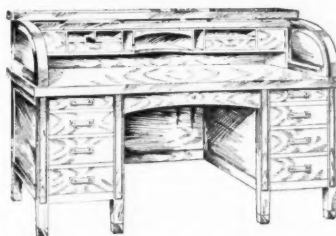
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DALLAS, TEXAS

# Excellent Commercial Growth Enjoyed by Dallas During September

**D**ALLAS is commanding increased attention as the logical distributing center for the Southwest, as well as a manufacturing center with many marked advantages, and as such is attracting many concerns of national importance. Following is a list of the principal concerns locating here during the past few weeks:

**Aermotor Company** of Chicago has established a Southwestern distributing branch at Sumner and River streets with A. Aron as manager. This company manufactures windmills and the Dallas house will carry a complete stock here of windmills, towers and small gasoline engines. The opening of this branch will concentrate in Dallas more than eighty per cent of the windmill business of Texas, as the company does a large business and several other manufacturers are already represented here.

**Affiliated Tire Stores Corporation** has opened a retail tire store distributing headquarters for their chain of stores in Texas and Oklahoma. Geo. S. McGhee is president, John T. Withers Jr., vice-president; W. W. Spruce, secretary and treasurer, A. B. Gardner, sales manager. The company is incorporated under Texas laws for \$50,000.

**Allen Hosiery Company** of Philadelphia has designated Dallas as distributing headquarters for the Southwest and has established offices at 2103 Magnolia Building, with Joe Franklin Myers as manager. A number of salesmen will travel out of Dallas covering the Southwestern States, and the company expects to do an annual business of half a million dollars. Stocks will be carried in warehouses here to supply the trade. Similar offices are maintained in New York, Pittsburgh and Baltimore.

**Aransas Harbor Terminal Railway** has opened an office at 817 Magnolia Building, in charge of Thomas E. Baird, commercial agent.

**Armstrong Cork and Insulation Company**, which formerly maintained offices in the Kirby Building, has leased a building at 421 North Harwood street and is now carrying a complete stock of corkboard, granulated cork and asbestos insulating materials to give prompt service to their trade in this section. Paul Laichinger is manager.

**Auntie Chatter Motor Oil Company**, granted State charter September 28, \$5,000 capital stock. Incorporators: W. C. Chrisman, H. S. Putney and F. H. Cardwell. Offices, 1622 Bryan street.

**Bradley & Vrooman Company**, of Chicago, paint manufacturers, were granted a permit September 25 to do business in Texas, \$75,000 capital stock. This company is now distributing out of Dallas through local warehouses.

**Britling Cafeteria**, of Birmingham, Ala., has leased the old Cafe de Paris location on Commerce street and will open a high grade cafeteria here in October. L. S. Evins of Birmingham will be manager. This company operates a number of cafeterias throughout the South, and the one here will be the finest and largest in the entire chain.

**Clay and Wall**, spot cotton brokers, have opened offices at 1403 Young street.

**Comfy Ventilated Auto Seat Company** was granted a charter September 23, C. A. Leddy, R. C. Merritt and P. W. Laether, incorporators. Plant and sales office, 936 Addison street, Oak Cliff.

**Consolidated Cotton Seed Operating Company**, Memphis, Tenn., was granted a permit September 7 to do business in Texas, Capital \$150,000; Texas headquarters at Dallas; W. L. Patton, State agent.

**Crescent Auto Supply Company**, 2006 Commerce street, was opened for business the latter part of September, carrying a complete stock of automobile accessories and parts. E. P. Logan, formerly sales manager for the Kokomo Rubber Company, Kokomo, Ind., is manager.

**Dallas Development Company**, 1020 Indemnity Building, was granted a State charter September 21, \$75,000 capital stock, with G. O. Newman, B. C. Lucas and N. H. Windsor as incorporators. This company has purchased and will develop as a high grade residence section a thirty-acre tract of land west of Preston Road and south of University Boulevard.

**Eagle Battery Company**, Main and Harwood streets, has begun the manufacture of automobile storage batteries, according to an announcement made by Harry Whitaker. The company plans to distribute their battery throughout the Southwest.

**Efficiency Apartment Corporation**, 827 Kirby Building, has been incorporated with \$1,000,000 authorized capital stock, with J. E. Kennefick as president. This company has completed arrangements with G. L. Miller and Company of Atlanta, Ga., to finance a \$1,000,000 apartment building on Maple avenue and Wolfe street, to be known as the Stoneleigh Court Apartments. Contract for the erection of the building will be let in a short time.

**Exall-Roberts Company**, 708 Insurance Building, will act as the Dallas representatives of G. L. Miller & Company, Atlanta, Ga., which company will finance the Stoneleigh Court Apartments. Henry Exall and Summerfield Roberts are associated in the new company, which will handle commercial finance, bonds and commercial paper.

**Fashionable Dress Pattern Company, Inc.**, of New York, has opened an office at 1306 Kirby Building, with Flora V. Benton as manager. Similar offices are maintained in Chicago, San Francisco and Toronto, Canada. The company has been doing a good business in the Southwest through its New York Office, and the Dallas office was opened to give this section better service.

**Flournoy Lumber Company** has opened offices at 408 Republic Bank Building, in charge of R. Q. Flournoy, formerly of Tyler, Texas. The company will engage in the lumber business in Dallas.

**Harriss, Irby & Vose**, New York cotton merchants, buyers and exporters, have opened offices in the Insurance Building, Joe M. Hiner, agent.

**Hibernia Securities Company**, New Orleans, a subsidiary of the Hibernia Bank & Trust Company, will open offices in Dallas about October 10, according to an announcement recently made in New Orleans newspapers.

**Hughes-Platter Company**, cotton brokers and factors, have opened offices at Commerce and Browder Sts., second floor.

**Independent Publishing Company, Inc.**, granted State charter September 28, \$1,000 capital stock. Incorporators: F. V. Keating, C. A. Hamilton and H. M. Keeling. Office, 204 Marvin Building.

**Jefferson Hotel Auto Storage Company**, Jefferson and Jackson streets, has completed a modern, fireproof three-story building with 30,000 square feet of floor space and is now open for business. The ramp system is used instead of elevators, and in many other respects the building and equipment are of the latest design. Ralph Briggs and Howard Parks are the owners.

**Lowrey Cotton Company** has opened offices at 914½ Main street.

**Mac-Dry Battery Company**, wholesale distributors for Texas of Mac-Dry storage batteries, have opened distributing headquarters and a retail store at 2032 Commerce street. J. B. Downey and R. V. Downey are associated in the company, which has service stations in the principal cities of the State.

**Maranville Sales Company, Inc.**, has been granted State charter with \$5,000 capital stock; C. H. Maranville, Eugene Wendler and J. C. Bird, incorporators. This concern is State distributor of household rubber products of the Miller Rubber Company and has offices at 1703 1-2 Live Oak street.

**Marsalis Lumber Company** was granted a State charter August 29, \$20,000 capital stock; J. L. McNeess and K. W. Holbert, incorporators. Mr. McNeess is president of the company and Mr. Holbert is manager. The company has opened a lumber yard at 1021 North Marsalis avenue, in Oak Cliff.

**Miller Motor Car Company** has leased the building at 2223-5 Commerce street and will be open for business October 1, as distributors for Texas of Peerless automobiles. Byron Miller is president; G. C. Tippins, vice-president and sales manager; F. G. Brunner, treasurer; W. J. Carver, secretary.

**Neece Automobile Company**, 2210 Commerce street, has succeeded the Southwest Motor Company as distributor of Wills Sainte Claire cars. The company is backed by the J. R. Neece Lumber Company, which is well known throughout the State.

**New York Skirt Shop**, a retail store, has leased the building at 1306 Elm street and has opened a high grade shop for women.

**Oklahoma-Mexia Oil & Gas Company**, which formerly had general offices at Corsicana, has established general offices on the fourth floor of the Interurban Bldg. B. T. Tackett is manager in charge of the offices here. Branch offices are maintained in Pittsburgh, Pa., and Spokane, Wash.

**Old Dominion Garment Company** of Lynchburg, Va., has selected Dallas for distributing headquarters for the Southwest and will place a large stock here to supply their trade in Texas and parts of Oklahoma, Arkansas and Louisiana. C. L. Mason, assistant sales manager of the company, spent several days in Dallas the latter part of September, securing a location and making plans to open this branch. The company expects to announce their location and date of opening in the near future.

**Old Line Building & Loan Association**, 201-5 Western Indemnity Building, chartered September 7, authorized capital stock \$10,000,000; L. T. Carpenter, A. L. Slaughter and W. L. Springfield, incorporators; S. A. Weir, vice-president and general manager.

**Old Mill Drug Store, Inc.**, granted Texas charter September 13, \$25,000 capital stock; M. F. Shelly, D. D. Ottott and W. S. Bramlett, incorporators. This company operates drug store at Elm and Stone streets.

**Orange Crush Bottling Company**, 700 South Ervay street, home office Atlanta, Ga., is installing modern bottling plant and will open early in October. H. T. Hagan is manager.

**Oriental Flower Shop**, downtown store of the Stuart Flower Farm, has

been opened on the Commerce street side of the Oriental Hotel.

**Producers Milk Company** has opened its new milk plant at 4003 Commerce street. R. L. Mullins is president and R. L. Pou, formerly dairying expert of A. & M. College, is manager. The company is incorporated for \$40,000.

**Railroad Building & Loan Association**, operating on the old line plan, has opened offices at 1303 Kirby Building. Lynn P. Talley is president, John F. Lehane, vice-president, O. N. Kelly, vice-president; J. C. Gilbert, secretary-treasurer. Directors: Jack Beall, Murrell L. Buckner, W. G. Crush, W. C. Forbes, J. C. Gilbert, O. N. Kelly, John F. Lehane, H. J. Sewell, Lynn P. Talley, E. E. Taylor and W. M. Whittenton.

**Republic Trust Company** is being organized as a subsidiary of the Republic National Bank, to engage in the usual line of business of a trust company and deal in county, city and district bonds, buying whole issues of Texas municipalities and selling them at retail.

**S. W. Straus & Company**, Chicago and New York, has established an office at 1112 Great Southern Life Building with J. E. Schneider as district representative. The company specializes in first mortgage bonds.

**Superior Chevrolet Company**, 2107 Commerce Street, sales and service on Chevrolet cars and trucks. Ray Shelton, formerly with Perry Motor Company, and W. McAlpin Perry, formerly with Lone Star Motor Company of El Paso, are associated in the new company. J. J. Crawford is in charge of the service department.

**The Torrington Company**, Torrington, Conn., manufacturers of vacuum cleaners, has designated Dallas as Southwestern distributing headquarters, with A. E. Scheffler as district representative. Mr. Scheffler has temporary offices at 1810 Commerce street. The company will carry a complete stock in Dallas to supply Texas, Oklahoma, Arkansas and Louisiana.

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DALLAS, TEXAS



# If They Should Ask About TEXAS

THE LAND OF OPPORTUNITY

**T**EXAS is more than a State; it is a commonwealth embracing one-half of one per cent of the land area of the world, with great diversity of soil and climate and with so large a variety of agricultural and mineral resources that it is more nearly self-sustaining than any other State in the Union. Texas is the greatest producer of raw material in the United States and her capacity of production is seven or eight times as great.

Texas has both forested areas and treeless plains. Along the Coast are produced tropical and semi-tropical fruits and vegetables, and in the high altitude of the North Panhandle grow hard winter wheat, that has won world sweepstakes, choice apples and other crops of the colder regions. In some parts of Texas the rainfall is 55 inches per annum; in others but 8 inches.

## The Texan's Viewpoint

**T**EXAS came into the Union with the privilege of division into several States but now none of us believes this will be done. The thought of the Texan is imbued with the bigness of the Lone Star State and is reflected in his ambition for her accomplishments. Unquestionably this State pride is a dominant and pronounced factor in every stage of the history of the commonwealth, but this pride is soundly backed up by resources which many of us even in Texas are just beginning to realize, to say nothing of a full appreciation of Texas' opportunities by the outside world. Let us view a few of the high-lights of Texas.

Texas is four and one-fourth times as large as the combined area of the six New England States: Massachusetts, Vermont, New Hampshire, Maine, Rhode Island and Connecticut.

If Texas were as densely populated as Missouri, it would have some 25,000,000 people instead of about 5,000,000 as it has today.

If all the people of the United States were to move to Texas, its population per square mile would not exceed that of Massachusetts.

Texas is larger than the combined area of Pennsylvania, New York, Ohio, New Jersey, Maryland, Delaware and Rhode Island.

Imagine if possible Texas to be on a hinge at the north line of the Panhandle; from this hinge turn the State over and Brownsville, which is the southernmost town in the State, would be in the middle of North Dakota.

Dallas County, Texas is nearer St. Paul, Minn., than it is to Brownsville, Texas.

It is further across Texas than it is from New York to Chicago. Texas measures 740 miles east and west and 825 miles from north to south.

It is further around Texas than from New York to Liverpool.

Texas has enough land to supply every man, woman and child in the United States with a truck patch of one and one-half acres.

The approximate land area of Texas is 167,934,720 acres. While for every person who moves away from Texas we get eight in return, at the present rate of growth it will take nearly 400 years to thoroughly develop the resources of the State.

Texas leads all States in railway mileage with some 16,000 miles, sufficient to reach across the Nation five times.

## Potential Production

**F**OR a number of years Texas has led all States in value of agricultural production and was the first State to produce one billion dollars worth of farm products in a year. And yet Texas is making this record with but about one-fourth of its available tillable land in cultivation.

The uncultivated area of Texas is as large as the thirteen original colonies, with the exception of Georgia and North Carolina.

Nearly three-fourths of the people of Texas live in the rural districts. Texas leads the Nation in the number of farms and of farmers.

Texas produces about one-fourth of the cotton of the Nation. If the bales of a Texas cotton crop were placed end to end they would almost reach from the Gulf of Mexico to Canada.

One fourth of the cotton seed oil mills of the Nation are in Texas and Texas leads in the manufacture of cotton seed products.

Texas has the widest variety of agricultural production of any State, coffee and tea being the only important products used in Texas that cannot be grown commercially within its borders.

Texas ships some 60,000 carloads of truck, fruits and small crops annually.

Texas leads the Nation in the production of cotton, grain sorghums, pecans, early onions, mules, beef cattle, and ranks among the leading States in the production of cabbage, figs, honey, broom corn, sweet potatoes, sugar cane, corn, oats, peanuts and rice.

Texas produces 50 per cent of the mohair of the Nation.

Texas has the largest farm and ranch in the world.

## Wealth in Minerals

**N**EARLY every known mineral is found in Texas, including gold and silver. Texas has fully 150 minerals. Forty years ago the total annual value of Texas' mineral production was less than \$1,000,000. For the last few years the average has been almost \$300,000,000, with oil representing nine-tenths of this valuation. Texas produces about one-fourth of the Nation's oil and leads in its refining.

Texas lignite production has grown since 1900 from 150,000 tons to 1,000,000 tons annually. Texas has the greatest lignite deposits in the world, underlying 60 counties, with a total supply estimated at 25,000,000,000 tons.

During the past few years Texas has been producing about one-half of the sulphur of the world. Texas ranks second in the Nation in the production of Fuller's earth. Texas has vast undeveloped iron ore deposits, as well as undeveloped mineral resources of many other kinds.

The State Capitol at Austin is the seventh largest building in the world and the largest State Capitol. It was built exclusively of Texas materials, save the copper wire alone.

Texas has been under the flags of France, Spain, Mexico, Republic of Texas, Southern Confederacy and the United States.

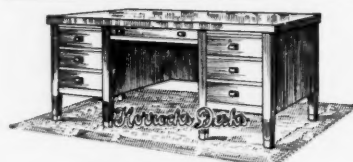
Texas has produced as high as \$2,500,000,000 worth of new wealth in a single year, or more than \$2,000 for every family of five.

The value of Texas manufactured products in 1919 approximated \$1,000,000,000. The manufacturing era is the next big stage in Texas development.

Texas has a total undeveloped water power estimated at 500,000 horse power.

The resources of the National banks of Texas total \$908,610,000; capital, \$63,832,000; deposits, \$515,848,000. Deposits of other Texas banks, \$287,363,000.

The assessed property valuations of Texas are \$3,390,000,000, percentage of actual value assessed upon approximately 33 1-3 to 40 per cent.



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## Business Men Inspect Site For Dam

At the request of Mayor Sawnie R. Aldredge the Chamber of Commerce named a special Water Supply Committee, with George A. Trumbull as chairman. As one of the activities of the committee, a trip of inspection of two proposed reservoir sites on Denton Creek was carried out Oct. 3 under the auspices of the Chamber, with a large delegation of representative citizens making up the party.

One of the questions of a future water supply for Dallas will probably involve selecting one of two sites on Denton Creek, both approximately 25 miles north of the city. The larger of these propositions would cost about \$5,000,000 and impound 104,000,000,000 gallons and the smaller would cost \$2,000,000 and impound 30,000,000,000 gallons of water. The larger lake would be four times as large as Lake Worth, while the smaller lake would be larger than Lake Worth and five times as large as White Rock.

The Rock Island Railroad has ordered \$5,000,000 worth of new freight equipment, much of which will be used on Texas lines, according to George R. Angell, division freight agent.

At a heavy expense, Bush Temple of Music has been completely remodeled and re-decorated and its formal opening held last month.

The Dallas Dispatch, one of our three afternoon newspapers, is celebrating this month the sixteenth anniversary of its founding in Dallas.

## Juniors Have Active Program

By Geo. B. Webster,  
3rd Vice-President, Junior Chamber

**R**EPEATEDLY we are told that this is a young man's age; that it is the young men that are pushing to the front; that it is the young men who more and more are holding the positions of trust and responsibility. Surely there is some reason for the fact that the young men are making such strides in the world of commerce and industry. May we not reckon that it is because the young men have just begun to get over their bashfulness and catch an inspiration from those who have spent nearly a lifetime in helping make Dallas a better place in which to live?

The Junior Chamber of Commerce was formed to bring together those younger men of our city that they might learn from each other and as a body catch an inspiration from the good works and lives of these men of today whose places we are to fill tomorrow. We are interesting ourselves in civic affairs that we may have first hand information on how worthwhile tasks are accomplished. The first vice-president has under his charge all matters that relate to this department and very definite plans are being made for the Fall programs of activities co-operating with the Chamber of Commerce in its various departments.

### Educational Work Planned

**U**NDER the supervision of the Second vice-president comes the educational work of the Junior Organization extending to the member-

ship courses of study in practically every line of business administration offering an opportunity for the young men of the City of Dallas to better themselves for the task of rendering the best service possible to the City in which they live. The School of Commerce has been chosen by the Junior Chamber as a part of their regular courses as well as several other individual classes which are being formed, together with a Lyceum course which will bring together some of the best talent in the Southwest.

Under the Third vice-president comes general membership work together with the supervision of the weekly noonday luncheon. Plans are now being made for the inauguration of a membership drive starting about the middle of October and extending for a period of thirty days, during which time the young men of the city will be classified and placed in the various departments of the Junior Chamber Organization where they will best fit to render constructive service for the City of Dallas. The weekly luncheons are being attended by larger numbers each week and aside from the fact the membership is given an opportunity to rub elbows with each other there is also food for thought that stimulates action, and makes a man feel proud that he is a member of such an organization.

On the whole no greater prospects were ever in view for the Junior Chamber of Commerce.

Permanent headquarters for the Dallas Fire Underwriters' Association have been opened at 1026 Kirby Building. A. P. Cunningham is president and Ewing S. Moseley is the full-time secretary of the association.

## Largest Electrical Sign in the South



This is said to be the Largest Sign in the South, erected by A. Harris & Co. Eighty Feet Long, Twenty Feet High. Located close to the Union Terminal Station at Houston and Jackson Streets. Designed, Constructed and Installed by the Flexlume Corporation, Flexlume Service, 420 Slaughter Bldg., Dallas.

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# How Dallas Cares

By T. P. Junkin  
Chairman Welfare Council of Dallas

**T**HE Welfare Council of Dallas is an association of nine Dallas charitable and social service agencies organized for the purpose of so adjusting the work as to prevent overlapping and duplication of effort, to prevent sundry separate solicitations for funds and to so systematize the charitable activities of the city as to assure prompt and efficient aid to the needy, to effect the elimination of beggars and undeserving parasites and to assure the giver of funds to charity a businesslike and efficient administration of his donations. The purpose of the agencies composing the Welfare Council is to rehabilitate and build up rather than to give sentimentally or promiscuously.

Careful financial records are kept. Periodic audit of accounts are made and business principles are applied to social problems.

A study of the activities of the organizations financed by the Welfare Council will be of value to the business man of the city who is interested in every line of endeavor that has for its purpose the making of Dallas a better place in which to live and do business. These organizations are The United Charities, Infants' Welfare and Milk Association, Dallas Baby Camp, Dallas Kindergarten and Nursery Association, Dallas County Humane Society, Dallas Street and Newsboys Club, Empty Stocking Crusade, Dallas Tuberculosis Association and Hope Cottage.

## Work of the United Charities

**M**ORE perhaps has been done by the United Charities to make an efficient business of charitable relief work than is usually realized. Its established policies have stood the test of years and its constructive service is evidenced by the results which the investigator may find on every hand. It is the policy of the United Charities to furnish relief immediately upon receipt of notice that such relief is required. Careful and searching investigation then follows and every effort is made to restore the individual or the family to a self-supporting basis. During the past year over three thousand families representing the lives of probably more than ten thousand men, women and children were in some way administered to by the United Charities with an expenditure of \$47,603.91.

So quietly, efficiently and thorough is the work of the organization done that its achievements are hardly appreciated. A comparison of social conditions in Dallas with those existing in some other cities will however quickly disclose the effectiveness of its efforts. Street begging, "panhandling" and similar evils are practically unknown in the city.

The Dallas Baby Camp is unique in the service it is rendering pain-wracked little ones of the city. It is main-

tained for the care of very sick babies, especially cases of malnutrition and premature birth. Astonishing success has marked this work and hundreds of babies have been saved from needless death. At present the hospital has four baby incubators, all filled with tiny forms not strong enough to fight their way to strength in an ordinary crib. While the work is one of charity this has no bearing nor influence on the attention given each patient. All possible is done for each, irrespective of any consideration save that the baby is ill and needs love and care. Two hundred and sixty-seven were admitted during the last twelve months and received scientific care and the attention of mother love.

## Caring For Dallas Babies

**T**HE service of the Infants' Welfare and Milk Association is that of giving tender care to the hygienic feeding of infants, especially among the poor. The organization provides a bi-weekly clinic where mothers may bring their babies for examination by specialists

and receive scientific instructions in care and feeding. Free milk and necessary medicines are distributed. The trained nurses in charge visit the homes of parents with crippled or sick children and see that sanitary conditions are maintained as far as their respective physical surroundings in each case will permit. This supervision doubtless prevents epidemics and has saved hundreds of lives.

During the past twelve months 1075 individual cases have had expert service at the two stations maintained while the nurses have made 4418 professional and advisory home visits.

The problem of Hope Cottage is to see that abandoned and orphan babies are properly sheltered and protected. Since the institution was founded in 1918, more than three hundred babies found in all sorts of places and in all sorts of weather have been received. These are placed into well selected foster homes where they are legally adopted. During the month of August fifty-six tiny tots, the oldest only eleven months of age, were in the home; \$305.20 was spent for laundry, \$266.29 for milk and \$187.12 for drugs, specially prepared sugar, feeding bottles and ice. Work is proceeding as rapidly as possible on the new \$40,000.00 modern home now being erected.

## Winner of Girls' Club Bread-Baking Contest



The cut herewith shows contestants with the loaves of bread they entered in the bread-baking contest held during the summer encampment of girls' clubs at Bachman's Reservoir. Miss Janice Myler of Lisbon, fourth from the left on the bottom row, was the winner. Before joining the girls' club, Miss Myler was a member of the Dallas County P. G. Clubs conducted by the Agricultural Department of the Chamber and did excellent work. This year Miss Myler was vice-president of the Lisbon Girls' Club. She entered the contest in May when the County Home Demonstration Agent held a meeting in Lisbon and baked her first bread. From that time until the contest she made bread several times a week. Miss Myler's loaf graded 96. It was exhibited at the various community fairs held in the county this year. Miss Myler is also a poultry club member, her White Rocks winning first and third on pullets at the Lancaster Fair. The prize offered by Huey & Philp Hardware Company for the best loaf of bread was a dinner set, and Miss Myler also won this year the scholarship offered by the City Federation of Women's Clubs. Miss Pauline McKinney, Assistant Home Demonstration Agent, is in charge of girls' club work in the county.

Three day nurseries are operated by the Dallas Kindergarten and Nursery Association. The primary aim of this association is to help widows who must work by the day to support themselves and their children. These mothers bring their children with them on their way to work every morning and leave them secure in the knowledge that they will have the loving care of those in charge. The records show that there were an average of 176 tiny boys and girls who last year spent their days at the nurseries playing, eating two hearty, nourishing meals, going to school nearby, if they were old enough, and being turned back safe and sound to their mothers every evening. This permits the parents to retain their children and gives the children the advantage of parental love. Otherwise in many cases they might eventually find their way into juvenile institutions.

The free kindergarten takes care of children of the poor too young for public school kindergarten and definitely prepares those unable to attend private schools for the primary grades. It places the child in a cultural environment at the most impressionable period of his life; helps him to form definite habits and gives him his first social training through which he learns to obey laws, consider the rights of others and to adjust himself generally to new conditions.

#### Fighting the White Plague

**I**MPORTANT results secured last year by the Dallas Tuberculosis Association and the foundations laid for even more effective measures, furnish encouragement to all who are anxious to see the ravages of tuberculosis reduced to a minimum in Dallas. For the period of ten months beginning December 1, 1921 and ending October 1, 1922, 843 patients have been treated at the clinics. Of this number 54 were sent to Woodlawn Hospital and 9 to the Carlsbad State Sanitarium. Over 3000 pieces of literature dealing with the prevention and cure of tuberculosis were distributed, and over 2600 industrial workers in Dallas have heard talks on the prevention of tuberculosis.

During the past summer 71 children representing 42 families attended the Children's Rest Camp at Bachman's. Of this number 48 were contacts and the others so underweight that necessary precautions were taken to prevent infection.

The Dallas County Humane Society devotes its efforts to the prevention of cruelty to or abuse of animals and children. Its friendly offices each year divert scores of men and women ruffled by marital discord and from divorce courts to homes of contentment.

This year they have handled over two hundred cases involving nearly

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a thousand children and old people. Friendly frankness, reinforced by what the laws provide, makes Humane Society work distinctly one of home conservation. Humane education, the sheltering of neglected animals and the prevention and punishment of cruelty is no inconsiderable part of its activities.

The Empty Stocking Crusade furnishes cheer and comfort at Christmas time to thousands of individual homes where the "wolf" has either entered or is crouching at the door. Last year about six thousand children were given warm underwear, stockings and shoes as well as other Christmas gifts. No one who helps in this work receives any pay. It is all done by prominent church and club women who are anxious to give the children the happy Christmas that they would not get in any other way. Their work does not end with the Yule-tide but all during the year these families are watched over and the children encouraged to go to school.

#### A Home For Newsboys

**T**HE Dallas Street and Newsboys Club with a membership of 869 little merchants of the street is operated to give the underprivileged

boy the right start in life by bringing him into an influence of good wholesome environment where he may be afforded an opportunity for social, physical, moral, educational and religious advancement under the direction of trained experts. The value of saving is taught by the club through a newsboys saving bank, deposits being accepted from 10 cents up. One of the latest activities is an Inner Club with a membership of 132 formed to encourage the boys to keep clean in speech, personal appearance and habits, especially while selling papers. One achievement of the club is to furnish the newsboys a place of recreation and companionship which takes him off the street during his idle hours and out of gang life.

Those who contribute to the Welfare Council automatically free themselves from nine separate solicitations—from nine organizations that formerly held separate and distinct "drives" for funds. From Nov. 6th to 10th these nine organizations thru the Welfare Council, will again give the people of Dallas an opportunity to contribute to the support of the work for another year.





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## Celebrate 500 New Firms Locating Here



**CHAMBER** of Commerce membership luncheon meetings were ushered in Sept. 12 with 400 in attendance, the meeting being in honor of the 500 new concerns which located here since the first of the year. Col. W. G. Sterett made the address of welcome to the newcomers and the response was given by Lon C. Smith, manager of the Lampport Company of Texas. G. G. Sheerin presided and representatives of several new concerns made three-minute addresses on why they chose Dallas.

R. H. Allen, manager of the Procter & Gamble Manufacturing Company's Dallas plant, was awarded a year's membership in the Chamber for the best address along this line. He told of how two vice-presidents of his company had traveled for four months over the Southwest and reported back that there was only one logical point in the territory for the proposed factory—Dallas. "They also said that Dallas was the greatest city of its size in the world, and that I would be surprised to find such advanced business methods and such a wonderful mart of trade." Then, after a pause, he added: "I was and it is."

### Why Dallas Was Chosen

**WILLIAM T. Jackson** related how the Menzie Shoe Company had selected Dallas over Kansas City as a Southwestern distributing point. "Dallas was chosen because as a city it commands consideration that no other city in the United States enjoys—especially where rapid growth and future development are concerned," he said.

E. Gordon Perry of the Perry Motor Company praised the civic pride of Dallas, as well as its moral side and educational facilities. Tom Chancellor of the Martin-Parry Corporation praised the co-operative spirit of Dallas citizens and spoke of Dallas as the gateway to Mexico as well as the Southwest.

In his response to the address of welcome, Lon C. Smith said: "This warm welcome to your city and the universal interest shown by all in new enterprises is the dominating factor that has placed Dallas on the plane with St. Louis, Kansas City, New York and Chicago. Today Dallas stands as one of the twelve leading cities of the United States, considering from all-round business angles."

Upon motion by L. O. Daniel the meeting voted in favor of electrification of the Missouri, Kansas & Texas Railway to Denton as compared with accepting a \$350,000 forfeit from the interurban interests.



### Consider Water Supply

THE meeting on Sept. 19 was devoted to a discussion of plans for a larger water supply for Dallas. Mayor Sawnie R. Aldredge went into the matter fully and said most careful study would be given the matter before a decision as to the size and location of the new reservoir is made. George Trumbull, chairman of the Chamber of Commerce committee on water supply, presided at the meeting. John J. Simmons, chairman of the City Plan Commission, and Major W. J. Powell of the Technical Club, also discussed plans for the water supply of future Dallas.

Max J. Kuhl of San Francisco was the feature speaker at a membership meeting of the Open Shop Association held on September 29. Mr. Kuhl is general counsellor for the San Francisco Industrial Association. He is one of the most able speakers ever heard in Dallas and gave a most impressive presentation of the mission and accomplishments of the Open Shop.

### Sanger Bros. Celebrate 50th Anniversary

In 1872 Alex Sanger let the contract for a one-story frame building, 50x80 feet, on Elm street, against the protests of one of his brothers who thought it too large for Dallas. Sanger Bros. now have stores at Dallas, Fort Worth and Waco and employ 2,000 people. They are importers, manufacturers, wholesalers and retailers and reckoned as one of the great institutions of the Southwest. The fiftieth anniversary of the opening of the Dallas store was celebrated last month, approximately 50,000 people attending the ceremonies at Fair Park. The concern has been in the retail business in Texas for 64 years.

### Cotton Growers to Have Foreign Agencies

Foreign selling offices of the American Cotton Growers' Exchange will be opened in Havre, France, and Bremen, Germany, in the near future and later an office will be opened at Liverpool, Eng., according to announcement made by President Carl Williams of the Exchange, which has national headquarters at Dallas. The general sales manager of the exchange is Chesley B. Howard of Atlanta, Ga. C. O. Moser of Dallas is secretary, Aaron Sapiro is head of the legal department, D. G. Hill Jr., is business manager, all with headquarters at Dallas.

### We Make an Error

Through mistake the wrong firm was credited as architect for the new Stephen F. Austin School in the article on public schools in the September issue of "Dallas." DeWitt & Lemmon are the architects for the school, which is now being constructed.

# STATE FAIR OF TEXAS AND INTERNATIONAL EXPOSITION

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## The Eleventh Hour Notice

Classes in the Dallas School of Commerce Evening Division started the week beginning September 25th. Nearly every Dallas business executive has heard directly or indirectly during the past three weeks about these evening courses.

This is a reminder to those who have not yet spoken about them to their employees, that it will be possible to enroll at the second meeting of the classes during the first week in October.

### Monday

Economics of Public Utilities  
Business Law

### Tuesday

Newspaper Advertising  
Business English  
Elementary Accounting  
Life Insurance Salesmanship

### Wednesday

Business Administration

### Thursday

Salesmanship  
Commercial Spanish  
Advanced Accounting

### Friday

Fire Insurance  
Economics

Classes meet at the Chamber of Commerce at 7:30 on the evenings as shown above.

Address Inquiries to:

W. C. Wales

Secretary of the

**Dallas School of  
Commerce**

OF

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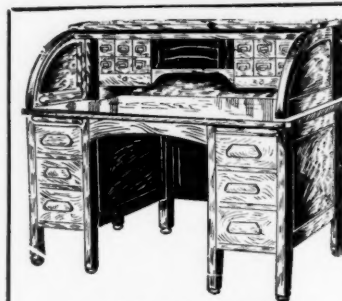
## School of Commerce Enrolls 750

THE present year of the Dallas School of Commerce of Southern Methodist University promises to equal the most optimistic forecast of its activity. With the enrollment in the evening division at the Chamber of Commerce partially completed, this department will enroll between seven and eight hundred students. There are three distinct groups making the student body of this department, the regular day students at the University, ex-service men from the Veterans' Bureau, taking vocational training, and young men and women working in the city who take the night courses which are given at the Chamber of Commerce.

Several additions have been made to the faculty of the School of Commerce. Dr. W. H. Hauhart is director of the department. C. J. Crampton, superintendent of the Dallas Railway Co., is advisory director of the city courses, Herman H. Guice is professor of Business Law and Business English, Donald Scott, professor of Business Administration, A. W. Foscoe, Instructor of Accounting, O. Samuel Cummings, director Life Insurance Course, George McQuaid, director course in the Economics of Public Utilities, H. W. Smith, professor of Newspaper Advertising.

As has been the custom the two preceding years, the School of Commerce will co-operate actively with existing groups of organized business. The Salesmanship Club as represented by a number of its members will give lectures in the course in Salesmanship; members of the Dallas Advertising League will give a course in the Principles of Advertising; the Dallas Fire Underwriters' Association will sponsor the course in Fire Insurance and Casualty Insurance; and North Texas Life Underwriters' Association will help to put on the course in Life Insurance Salesmanship; the Dallas Real Estate Board will provide lecturers for the course in Real Estate Methods; the Retail Merchants and Wholesale Merchants Departments of the Chamber of Commerce will later co-operate in offering courses in Merchandising.

The first classes met during the last week of September, with introductory lectures in Public Utilities Economics, when W. B. Tuttle of the San Antonio Public Service Corporation read a paper on Electric Street Railways; the initial lecture in Fire Insurance, when D. D. McLarry read a paper on the History of Fire Insurance in the United States; first meeting of classes in Newspaper Advertising, Business English, Business Law, Business Administration, Elementary Accounting, Advanced Accounting, Commercial Spanish, Economics, Salesmanship.



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American Exchange National  
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## Early Fall Witnesses Many Convention Visitors

**T**HE two months, September and October, will show a larger number of out-of-town visitors in Dallas than any other two months of the year. Several large conventions were entertained during September, including the following: Dallas County Teachers' Institute, Sept. 4-9; Tarrant and Dallas County Dairymen's Institute, Sept. 7-8; Southwestern Geologists, Sept. 15-16; Texas Association of (Fire) Insurance Agents, Sept. 23; Texas Nurses' Institute, Sept. 25-29; Texas Horticultural Association, Sept. 27-28; Southwestern Nursesmen's Assn., Sept. 27-28.

During October, in addition to the thousands of visitors at the State Fair, there is a number of conventions scheduled, including: Texas Assn. of County Judges, Oct. 12-13; Texas, Oklahoma and Arkansas division of Mid-Continent Oil & Gas Assn., Oct. 13; Texas League of Pen Women, Oct. 12; Southwestern Business Conference, Oct. 12-13; Texas Conference of Social Welfare, Oct. 15; Texas Order of Eastern Star. The last named convention is one of the largest held in Texas and is expected to draw between 4,000 and 5,000 visitors.

Several of the smaller conventions were held in the Chamber of Commerce Auditorium, which is available at all times without charge. The auditorium has a seating capacity of 250. The Convention Department of the Chamber is at all times glad to render any service possible in securing and aiding in the entertainment of conventions for Dallas.

## Banquet Given for Ed Hall

Ed Hall, who resigned as State Commissioner of Insurance and Banking to accept the position of vice-president of the Dallas County State Bank, was tendered a banquet by bankers and business men on Sept. 7. Mr. Hall is the sixth of the nine men who have held the position of State Commissioner of Insurance and Banking since the office was created who have come to Dallas to make their home. Addresses were made by Mayor Aldredge, Judge W. F. Ramsey, chairman of the Federal Reserve Board, President Frank M. Smith of the Chamber of Commerce and others. Judge W. M. Holland served as toastmaster. In speaking of Dallas, Mr. Hall said in his address:

"I shall work with one end in view—that I shall be an asset to the best city of the Southwest."

## Dallas Pageant to be Held October 14

The second annual pageant to be staged by Jack Harkrider in Dallas will be shown at the Majestic Theater on the evening of Oct. 14. Mr. Harkrider has announced. The proceeds will be used in meeting a deficit incurred in connection with the pageant held last year at Fair Park.

## Industrial Sites and Warehouse Locations

The construction of the Dallas-Terrell Interurban will give service to property located near Forney Avenue, from the Fair Grounds to White Rock.

This territory is well located for the establishment of industries and warehouses, and the major portion of same can be served by industrial tracks.

Let us assist you in your Dallas locations.

Address,

Frank J. Burke,  
Land & Industrial Commissioner,  
The Texas and Pacific Railway,  
Dallas, Texas.

Phone X-1221.

## Dallas Title & Guaranty Co.

ABSTRACTS



TITLE INSURANCE

The Seal of Safety

Second Floor Dallas Trust & Savings Bank Bldg.

EDWARD GRAY  
President

C. P. HAYNES  
V. P. & Title Officer

EALY J. MOSES  
Secretary

Under Supervision Commissioner of Insurance

Prevent Fire—Protect Your Property

## Smith Detective Agency and Nightwatch Service

Geo. A. Smith, President

720-722 Kirby Building

Dallas, Texas

Phone X 1665

Burglar Alarms, Watchmen, Signal Service Boxes, Detectives Furnished by a Dallas Institution

S. KOENIGSBERG, Pres.

LEWIS F. BRUBECK, Vice-Pres.

## S. KOENIGSBERG, Inc.

See our Shantongs, Mohair and Tropical Worsteds for Summer Suitings  
1306½ Main Street.

## Are You Coming to Dallas?



With the largest force of trained men in their respective lines in the city, specializing in City Real Estate in all its branches, we are specially equipped to render valuable service to the new citizen of Dallas.

We have located many of the larger as well as smaller business houses moving to Dallas, and will refer you to them as our best references for

*"Dependable Real Estate Service"*

### Rucker & Jones

REALTORS

Adolphus Annex

## WESTINGHOUSE BATTERIES

Guaranteed Eighteen Months  
Backed By Dependable Service  
Free Service on any Make Battery

### COX, INC.

Phone X 6441

317 Masten St.

## "MADE IN DALLAS"

HEALTH AND ACCIDENT INSURANCE

# ITA

Nineteen years of successful operation under the Texas insurance laws recommends the I. T. A. to men of discernment.

Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors, Department Managers, etc., etc.

Over \$800,000.00 paid in benefits to date.

Phone X 1674, or call, Rooms 727, 728, 729, 730, 731 and 732 Wilson Building.

International Travelers Association, Dallas, Texas

PRICE CROSS, President

BEN HAUGHTON, Sec'y-Treas.

## Market Season Breaks Former Record

THE six weeks' fall buying season which closed last month witnessed more retailers from throughout the Southwest at the Dallas wholesale market than ever before. Transportation difficulties contributed somewhat to the increase, but the main reason was that the condition of the territory is better and also year by year more retailers are learning through Dallas advertising and from others who have bought here that in Dallas the Southwest has a complete and high class market, with courteous, careful service and prompt delivery.

An idea as to the enormous number of retailers who kept Dallas wholesale establishments open both day and night during much of the season may be grasped from the fact that railroad fare returns, handled for the wholesalers through the Chamber of Commerce, approximated \$15,000.

Despite the strike situation the railroads co-operated splendidly with the Transportation Department of the Chamber in connection with all matters looking to the prompt delivery of goods purchased here. Volume of goods purchased on the market showed proportions very gratifying to the wholesalers. During August 29,000,000 pounds of less than carload shipments alone went out of Dallas, with heavy carload shipments also during the month.

The advisory board of the Wholesale Merchants' Department of the Chamber has decided upon an extensive campaign for the spring style show.

## Fire Prevention Week Being Observed

The Fire Prevention Committee of the Chamber of Commerce, of which S. W. Inglish is chairman, in co-operation with the City Fire Department and other agencies, is carrying out an active campaign for the observance of Fire Prevention Week, Oct. 2-9. Thanks is tendered by the Chamber to all Dallas institutions and people who are co-operating in making the week a success. Fires take a toll of 15,000 lives and \$500,000,000 in property loss in the Nation annually, with \$15,000,000 of this loss attributed to Texas. The majority of fires are preventable, fire authorities agree. It is being pointed out that the needless waste of life and property through preventable fires constitutes a national sin against posterity and that conservation of our human and material resources should always be our aim.

**J. A. PITZINGER**

Architect and Structural Engineer

Factory Design, Warehouses and Concrete structures

Southwestern Life Bldg. Y-2754



### Good Will Tours Sent to Community Fairs in Five Towns

**F**IVE Goodwill Tours were conducted under the auspices of the Chamber of Commerce during September to community fairs held respectively at Richardson, Lancaster, Grand Prairie, Mesquite and Carrollton. In addition to Dallas business men, representatives of the Junior Chamber of Commerce, Dallas Council of Mothers and City Federation of Women's Clubs, many former residents of the different communities were included in the parties, all trips being made by automobile.

Splendid exhibits were shown at all the fairs, testifying to the importance of Dallas County agriculturally, and the progressive spirit of the Dallas County folks. The citizens of Dallas were glad of this opportunity to show their appreciation of these worthy efforts to further develop agriculture in the rural communities around Dallas. The fairs were put on by each community under the direction of their own local committee with the co-operation of the County Agricultural Agent and the Agricultural Department of the Chamber.

The following acted as chairmen of the different trips: Richardson, John T. Orr; Lancaster, George Rawlins; Grand Prairie, Sheriff Dan Harston; Mesquite, C. E. Gross; Carrollton, C. E. Hudson.

### Adjustment of Rates for Love Field Secured

The Transportation Department of the Chamber has secured from the Texas Railroad Commission an adjustment of shipping rates to Love Field that will prove highly advantageous with plans to develop that section as an industrial district. The adjustment provides that rates to the district that were higher than rates to Dallas will be reduced on a parity with Dallas rates, and that when the rates to Love Field were the same or lower than Dallas rates, they will be unchanged.

### New Reference Book at Public Library

American Men of Science 3rd Edition Ref. 920.—Note: Contains data secured for a statistical study of the conditions, performances, and traits of a large group of men of science. After an interval of ten years, the third edition records a re-selected list of a thousand men whose work for science has been most valuable. The selections were made by vote of the men competent in each science. The present volume also contains a statistical appendix and observations concerning origin and families of American men of science.



New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

*Merchandising Service, Sales Ideas, Copy  
Writing, Illustrating, Printing, and Mail-  
ing, all under one roof.*

### Johnston Printing & Advertising Co.

*"Everything in Advertising Literature and Printing from the  
Idea to the Finished Product."*

1808-10-12 JACKSON STREET  
DALLAS

## The Unmatchable Convenience of Natural Gas Service

*It*

Brings leisure and independence to  
the housewife.

Conserves strength and health.

Relieves the business man of worries  
in providing fuel at his plant.

Is the convenient fuel in the home,  
the store or the power plant.

THE DALLAS GAS COMPANY

## A Skilled Advertising Organization

Specializing in the handling of complete campaigns for manufacturers.

This service includes selling plans, selection of the most suitable advertising mediums, writing, illustrating and placing of advertisements in any publication anywhere, and the preparation of booklets, circulars, sales letters and display material.

A well-established, successful company, owned and operated by citizens of Dallas.

## MID-CONTINENT Advertising Agency

*Incorporated*

1118-21 Dallas County Bank Building

Telephone Y-3443.

## To Sell Goods In Dallas

Advertise on the screens of the moving picture theatres.

Consider these EXCLUSIVE qualities of Screen Advertising:

1. 100 % Attention Value—EVERYBODY in the theatre sees your advertising.
2. ACTION—LIFE—MOTION—People using and enjoying your product.

We can also give service in Ft. Worth, Waco, San Antonio, Greenville, Denison, Corsicana, and other cities.

For advertising that gets quick results  
Apply to

**James P. Simpson Co.**  
*Incorporated*

Wm. T. Pickering, Pres.  
1117 Dallas County Bank Bldg.,  
Telephone X-1818



Cornelius E. Lombardi has opened an office in the American Exchange Bank Bldg. for the general practice of law.

J. J. Garretson, an oil operator of Mineral Wells, has purchased the residence at 4405 Highland Drive and will make his home in Dallas.

Harry J. Bayley has been appointed branch manager of the Associated First National Pictures, 1914 Main street, succeeding W. E. Callaway, who has been made district manager, comprising the Southern states.

D. H. Dean, formerly of Jacksonville, Fla., has been made manager of the Dallas branch of the National Clothing Stores.

S. L. Harrington of Plano has deeded 138 acres of his holdings in Collin and Denton Counties to the Juliette Fowler Orphans' Home of Dallas.

F. B. Paine, Mineral Wells oil operator, recently purchased a residence on St. John's Drive and will make his home here.

The fourth men's clothing store to be established in Texas in seven years by the Victory-Wilson Company will be opened soon at Houston.

Dr. Graham Frank, pastor of the Central Christian Church, Dallas, has been re-elected general secretary of the international convention of the Disciples of Christ.

Joseph Morrow & Co., cotton brokers, have occupied the space in the Oriental Hotel Building formerly used by Werth Wimberly.

Simon Hubig Company of Dallas has opened a branch pie factory at Birmingham, Ala.

H. H. Johns, formerly assistant manager for the M. B. Ise Cream Co. at Waco, has been made manager of the Dallas factory of the company, succeeding A. Brown, who has been transferred to Waco.

The R. H. B. Garment Co. has moved from its Elm street location to 1105 Commerce street.

H. J. Plath, Dallas engraver, is believed to have established a world's record by engraving the Lord's Prayer, together with the date and his name, on the head of a pin 103-1000 of an inch in diameter, or 282 letters in two hours.

Earl Stovall of Forney, Texas, was awarded the \$50.00 prize for submitting the winning slogan for the Southwestern Business Conference to be held at Tulsa, Okla., Oct. 12-19. His slogan was "Better Business—Better States."

The board of directors of the Little Theater Company have engaged Alexander Dean to manage the productions of the company the coming season. He is a graduate of Dartmouth, a post-graduate of Harvard, and on the professional stage he played with such stars as Margaret Illington, Rose Coghlan and John Drew. He will have his headquarters at the Bush Temple, which will again be the home of the Little Theater.

Bell Bros. & Co., 1208 Young street, is the new style of the firm, Bell-Shaw Co., the stock in the firm owned by Walter K. Shaw and H. G. Brooks having been acquired by Frank A. and H. Arundel Bell.

David W. Guion, composer-pianist, will have a downtown studio this year at Bush Temple.

Mrs. Helen Fouts Cahoon has moved from Fort Worth to Dallas and opened a studio in the Bush Temple.

E. A. Birdsong, secretary to Governor B. A. McKinney of the Federal Reserve Bank has been elected editor of "The Dividend," monthly publication of the Dallas chapter of the American Institute of Banking.

George L. Simpson & Co. of Dallas, representing also Eldridge & Co. and the Guaranty Company of New York, have bought bonds of the City of Houston totaling \$950,000.

During the past month the Dallas zoo has been donated two alligators, one from C. F. Stafford and W. E. Perry of Mineola and the other from R. W. Hardesty of Texarkana.

City officials of Houston visited Dallas last month on an inspection tour of various types of paving.

An underground lighting system costing \$110,000 will be installed by the Dallas Power & Light Co. on Pacific avenue. Absence of overhead wires will greatly enhance the attractiveness of the street.

A. P. Cunningham of Dallas was elected president of the Texas Association of Insurance Agents at their convention here last month, succeeding C. H. Walton of Fort Worth.

"Items," a 32-page magazine issued monthly by the Federal Reserve Club of the Federal Reserve Bank, is one of the most attractive "house-organs" recently received by the Chamber of Commerce. Herman W. Kilman is editor-in-chief. The Chamber of Commerce would appreciate being placed on the mailing list for the house organs of all Dallas institutions. Through reading them it will be in a better position to serve their publishers.

The 1922 season has been the most successful in the history of free motion pictures in the Dallas parks, with more than 1,000,000 persons viewing the pictures during the summer, according to Henry Putz, who was in charge of the amusement.

The Producers Milk Company opened its new plant in the 4000 block on Commerce street last month. This co-operative milk marketing agency of the North Texas Dairymen's Association is under the management of R. L. Pou, former dairy specialist for Texas A. & M. College. The concern is capitalized at \$40,000, with 400 members. R. L. Mullins is president of the association.

Truman J. Settle has been named second assistant manager of the Adolphus Hotel.

G. F. Folbre, department adjutant of the American Legion, has moved from Austin to Dallas to take charge of the State headquarters office here.

Dallas' worthy Mexican population, which varies from 3,000 to 5,000, celebrated on Sept. 15-16 the 112th anniversary of Mexico's independence. Among the speakers on the program at Summit Park was Mexican Consul B. Cantu, V.

The Presidents' Club proposes that the names should be perpetuated of Dallas citizens who have given bequests and legacies to the public through which certain schools, hospitals, parks and libraries have been made possible. President Gilbert Irish suggests that a day be set aside by the Dallas schools each year on which such gifts shall be brought to mind.

The Dallas Morning News was 37 years old Oct. 1. A number on its force were with the organization when the first issue was printed in 1885.

### *Your Advertising Copy*

#### *Written at Low Cost*

In conjunction with my regular work of designing advertising copy for large Dallas institution, I am desirous of obtaining one or possibly two accounts of Dallas firms, which can be handled at home evenings. Large accounts are not solicited, but could render high class service to a firm doing a moderate amount of advertising and the cost would be very nominal. Communication can be arranged through Mr. Black of Chamber of Commerce.

## *Every Month*

- ❑ Hundreds of Big Dallas Business Institutions and Executives send out thousands of dollars' worth of letters done in our big advertising letter studio.
- ❑ These institutions realize that it is better to buy this work from specialists than trust this important function to ordinary letters.
- ❑ For unless this work is done by those who realize that every little detail must be correct, the work is lost.
- ❑ That's why we number among our patrons the largest institutions and most important executives in Dallas.
- ❑ This same service is yours--merely by calling X-3393 or Y-4177 and asking for it.

## **Commercial Printing & Letter Service Co., Inc.**

W. Marion Newman      J. R. [Bob] Sims Jr.  
Thos. R. Newman

First Floor, North Texas Building  
911 Main Street, Dallas

# 2 in 1

TWO COMPANIES  
Under One Management

## Texas Employers' Insurance Association

(A Purely Mutual Institution)

Writes—

Workmen's Compensation  
Insurance  
At Cost

## Employers' Casualty Company

(A Participating Stock Company)

Writes—

Automobile Public Liability  
Automobile Property Damage  
Automobile Fire and Theft  
Employers' Liability  
General Liability  
Elevator and Teams Liability

## LOW NET COST INSURANCE

Coupled With the Best Claims  
and Inspection Service Any-  
where in the State.

HOMER R. MITCHELL  
General Manager  
Interurban Building  
Dallas

# 2 in 1



Frank Reedy has been elected secretary of the Dallas Historical Society succeeding John Wynne Barton who has moved to Nashville, Tenn. The society has plans for placing permanent markers to designate points of historical interest in Dallas, such as the site of the first post-office, site of John Neely Bryan's cabin, etc.

E. A. Wood, engineer of the City Plan Commission, has been elected an honorary member of the Dallas Real Estate Board, the first person not directly connected with the real estate business to be thus honored.

Ewing Moseley has resigned as manager of the Dallas Automobile Club to accept the appointment as secretary of the Dallas Fire Underwriters' Association, recently organized here. Mr. Moseley has been connected with the Automobile Club the past year, during which time the membership has been doubled. H. N. Legg has been chosen to succeed Mr. Moseley. Mr. Legg has been manager of the membership department of the club.

J. Ferrara of the firm of V. Ferrara & Bro., Monterrey, Mexico, visited the Chamber of Commerce the past month in connection with securing equipment for enlarging their cold storage plant at Monterrey and arranging for the importation of American fruits, vegetables and packing house products.

The Texas Portland Cement Company of Dallas recently furnished cement for the erection of the tallest concrete structure in the United States, a chimney for the Fort Worth Power & Light Co. It was erected by the Heine Chimney Company of New York and is 328 feet above the surface and 14 feet beneath. Foundations extend 30 feet to the rock level and 2,500 barrels of cement are required for the entire construction.

Neth Leachman has been appointed chairman of the Dallas Air Board, named by Mayor Aldredge for the promotion of aeronautics in Dallas.

More than 1,000 old settlers of Dallas attended the 47th reunion of the Dallas County Pioneers' Association and the first annual celebration of the Dallas Historical Society at Oak Lawn Park, Sept. 15. Seventeen of those present have lived here for periods of more than 70 years and one for 86 years. C. B. Gillespie, vice-president of the Historical Society, presided.

Dr. P. E. Riley, pastor of the Polytechnic Methodist Church, Fort Worth, has been selected to succeed Dr. A. J. Weeks as editor of the Texas Christian Advocate, published at Dallas. He will assume his new duties immediately and will move to Dallas about Nov. 15.

The Southwestern Life Insurance Company has created a field service department with W. M. Board in charge.

After extensive remodeling of the building the Adams Fish Market has re-opened at 802 Main street.

R. W. Rains has been appointed wholesale and retail sales manager for the Diamond Motor Company, distributing Stephens automobiles.

C. L. McNulty has been named district representative for Graham Bros. Truck Company.

Dr. E. F. Partello has been named superintendent of the Emergency Hospital.

Headquarters of the Central American Mission will be moved from Paris, Texas, to Dallas. Headquarters will be in the Central Bank Building, with Thomas J. Jones in charge.

E. R. Sturdevant of Chicago has resigned as secretary of the National Hollow Building Tile Association to become connected with the Fraser Brick Company, Central Bank Building, Dallas.

Sam Eggers has been elected secretary-treasurer of the Better Business Bureau and Ray Allen added to the directorate.

George D. Watters, formerly manager of the Capitol Theater, has been appointed personal representative of A. E. Fair, Dallas general manager for Southern Enterprises.

Colonel Frank P. Holland, publisher of Farm and Ranch and Holland's Magazine, was tendered a dinner Sept. 22 in honor of his seventieth birthday. Fred A. Jones was the host and twenty of the old friends of Colonel Holland attended. Mr. Jones read fully 100 telegrams of congratulation from various people over the Nation.

General Manager Charles Saville of the Chamber of Commerce has been named a member of the resolutions committee of the National Association of Commercial Organization Secretaries and authorized by the directors to represent the Chamber at the annual meeting in Detroit in October.



Leon Pepperberg of Dallas was elected president of the Southwestern Geological Society at the annual convention here.

Tom Riddle has resigned as secretary of the Oak Cliff Commercial Association to become manager of the branch factory to be established in Dallas by an Eastern company. Milton McConnel, formerly secretary of the Graham Chamber of Commerce and later with the advertising department of the Dallas News, succeeds Mr. Riddle.

F. K. McGinnis of Dallas spent part of the summer taking a graduate course at Harvard University in landscape designing.

A branch office of the Western Union Telegraph Company has been opened in the Farm Bureau Federation Building, 1100 S. Ervay street.

Isaac F. Marcossan, well known journalist, will speak at the City Temple on the night of Nov. 10 under the auspices of the Dallas Advertising League.

L. H. Mayes of San Antonio has been named manager of the sample room of the San Antonio Drug Company at 1501½ Commerce street.

Dr. Walter J. Johnson, presiding elder of the Dallas district, has been elected president of the Texas Methodist Hospital Association.

Carl B. Calloway has resigned as assistant district attorney and will be associated with the law firm of Flippen & Miller.

The Oriental Oil Company has purchased the oil refinery in West Dallas, formerly the property of the Trinity Oil Corporation. Originally it was known as the Eastland Oil & Refining Company. It has a capacity of 3,500 barrels a day.

For Baggage and Taxicab Service

Call the

**BONDED TRANSFER CO.**

X or Y 1707

Union Terminal Authorized Agent



## The Fidelity Union Trinity

*Safety*



*Service*

*Economy*

### "Old Line Profit-Sharing Insurance"

Converting Fire Insurance Premiums into Double Investments without sacrifice, risk or the assumption of any liability other than first cost.

## FIDELITY UNION FIRE INSURANCE CO.

(Chartered Under the Laws of Texas)

BAILEY & COLLINS, Managers

703 Browder St.

Home Office, Dallas

Tel. X-5478

## PAINT



### Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. **THEY STAND UP.** Your inquiries and orders will receive prompt and courteous attention.

## AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

Factory and Office—DALLAS, TEXAS

C. H. SEABROOK, Vice-President

AL. H. REED, Sales Manager

## The Superior Salesman Goes After New Business

by

### *Using The Long Distance Telephone*

Trained observers of business declare that conditions are steadily improving. There is always business for those who go after it. But all are agreed that a superior quality of salesmanship is demanded.

A wise use of the Long-Distance telephone will give a greater impetus to the return to normal business conditions.

It is the personal touch that counts in competitive salesmanship and this touch is obtained in a dignified, effective manner by the telephone.

Try the "Station-to-Station" Service  
It Costs Less

**SOUTHWESTERN BELL  
TELEPHONE COMPANY**

## Recommend Plowing Under Cotton Stalks

That to a great extent the boll weevil can be checked by the plowing under of cotton stalks as soon as all cotton is picked was the decision of the conference at the Dallas Chamber of Commerce called last month by the Texas Chamber of Commerce to consider the boll weevil problem. Widest publicity will be given to the recommendation of the conference.

## Personal Contact Essential

A railroad purchasing agent in Cleveland used to have only two chairs in his office, one at his desk for himself, the other about twenty feet away. This other chair, for callers, was a ponderous affair, not unlike those seen on church chancels and in electrocution chambers. Aside from its grim weight, my recollection is that it was screwed to the floor. At any rate, it was not easily moved any nearer to him than twenty feet. The advantage of this was that he was never talked into buying anything he didn't need. It is well nigh impossible to cajole a man into buying anything beyond his immediate requirements unless you can edge up close to him and tap him impressively on the knee. —Fred Kelley in "The Nation's Business."

The American Soda Fountain Company announces the appointment of John L. Clark as Southwestern Sales Manager in charge of the Dallas Branch. He has been with the Company for a number of years as special salesman and is well known over the several Southwestern states to the drug and confectionery trade. He succeeds George K. Butcher, who resigned some time since to devote his time to personal business. Mr. Butcher had been with the company more than twenty years and has made scores of friends throughout the trade territory. In order to properly care for their Southwestern business, and to keep step with Dallas, the Company is making large increases in stock carried in Dallas warehouses, and now has one of the most complete show rooms in the country.

The Melba Theater, formerly known as the Hope Theater, will be re-opened Oct. 8.

**PHOTO-ENGRAVINGS**  
ELECTROTYPES-STEREOTYPES  
- COMMERCIAL ART WORK -

**A. ZEESE ENGRAVING CO.**  
PREMIER PHOTO-ENGRAVERS  
MAIN & MARKET STS - PHONES X1297-X1298

**PHONE X 7526**

For efficient STENOGRAPHERS, BOOK-KEEPERS and office help of all kinds. Only competent help recommended. TRY US.

**EMPLOYERS SERVICE CO.**  
716 Dallas County State Bank Bldg.

# BUSINESS SYSTEMS CLUB of DALLAS

*fosters better general service to all office appliance & specialty users.*

**I**N ORDER to more properly represent our various lines and to give all Office Appliance and Specialty Users the advantage of the latest in modern office and business equipment, the Business Systems Club of Dallas will offer as a display at the State Fair, October 6 to 15, 1922, a Model Office.

The most efficient equipment obtainable will be demonstrated in this Model Office.

Members Represent the Leading Lines of Office and Business Money Saving Devices.

## MEMBERS

R. H. AUSTIN, PRES.  
Time Clocks  
International Time Recording Co.

J. F. SNOWDON, V-PRES.  
Duplicating Machines  
Edison-Dick Mimeograph  
Elliott Address-Press

E. C. KUSTERER, SECY-TREAS.  
Autographic Registers  
Varco Business Systems

K. H. McDANIEL  
Dictating Machines  
The Ediphone

J. H. KENNEDY  
Typewriters  
Royal Typewriter Co.

L. C. McDANIEL  
Carbon Paper and Ribbons  
Kee Lox Mfg. Co.

H. A. LOUWEIN  
Visible Index  
Rand Visible Record Systems

H. L. KUYKENDALL  
Cash Registers  
National Cash Register Co.

J. C. LATHAM  
Office Printing Machines  
Multicolor Press  
Belknap Addressing System

FRED MANGET  
Adding Machines  
Burroughs Adding Machine Co.

C. M. T. LESLIE  
Check Writers  
Todd Protectograph Co.

E. M. STEWART  
Stewart Office Supply Co.  
Office Furniture & Filing Equip't

FRED R. JONES  
Tabulating and Cost Recorders  
Tabulating Machine Co.

W. T. MARTIN  
Loose Leaf Binders  
Kalamazoo L. L. Binder Co.

1209 Southwestern Life Bldg.

X-4587

Dallas, Texas

## SIMPLEX RADIO MFG. COMPANY

Manufacturers and Jobbers of  
complete receiving units and  
component parts.

## MAGNAVOX DISTRIBUTORS

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Associated with the  
Automotive Electric Co.  
"It's In Dallas"

J. L. BURGESS L. E. BURGESS  
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O. D. BRUNDIDGE O. A. FOUNTAIN  
H. A. BATEMAN

## BURGESS, BURGESS, SADLER, CHRESTMAN & BRUNDIDGE

Attorneys

1107-1111 Southwestern Life Bldg.  
General Civil Practice

Specialties—  
Corporation, Insurance, Machinery and  
Real Estate Practice.

## Attention Manufac- turers

**T**EXAS with a land area of 262,398 square miles is thirty-two and two-thirds times as large as Massachusetts with its land area of 8,039 square miles. And yet the Federal Census showed the value of goods manufactured in Massachusetts in 1919 to be \$4,011,181,532 as compared with \$999,996,000 for Texas in 1919, or more than four times the Texas total. Although more than thirty-two times as large as Massachusetts, Texas population in 1920 was 4,663,228, as compared with 3,851,615 for Massachusetts. Development of manufacturing in Texas will increase relative population per square mile.

Charles W. Kidwell, in the employ of the firm for the past 28 years, has been named superintendent of the retail department of Sanger Bros. filling the vacancy caused by the death last month of F. I. Hawkes.

Dedicatory exercises were held Sept. 29 in connection with the opening of the new 500-watt radio plant of the Dallas News-Journal, which supplanted the 150-watt WFAA plant that has been in operation.

Formal opening of the Dallas plant of the Circle A Corporation was held last month. The new plant has a daily capacity of 60,000 bottles of ginger ale and varieties of soda water daily.



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# DALLAS

## *Financial Center of the Southwest*

- ¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.
- ¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.
- ¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year, or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.
- ¶ Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.
- ¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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DALLAS NATIONAL BANK



